

WHAT IS CLAIMED IS:

1. A method, comprising:

assessing an innovation status of an entity;

5 identifying at least one initiative with an innovation focus which is structured to increase the value of said entity;

implementing said initiative; and

10 repeating said assessing, identifying and implementing.

2. A method according to Claim 1, including a further entity, and causing said entities to participate collaboratively in carrying out each of said assessing, identifying and implementing.

3. A method according to Claim 1,

wherein said identifying includes: developing a set of initiatives, evaluating costs and benefits of each of said initiative in said set, and allocating funding to a subset of said initiatives in said set; and

20 wherein said implementing is carried out for each said initiative in said subset.

25 4. A method according to Claim 1, wherein said assessing includes having a plurality of persons each complete a survey which assesses a status of said entity with respect to each of a plurality of innovation-related factors.

5. A method according to Claim 1, wherein said assessing includes evaluating current performance of said entity with respect to each of a plurality of selected factors.

10 6. A method according to Claim 1, wherein said assessing includes evaluating a level of maturity of said entity with respect to each of a plurality of digital economy factors.

7. A method according to Claim 1, wherein said assessing includes:

15 evaluating said entity with respect to each of a plurality of selected factors; and

establishing an improvement goal for each of a plurality of said factors.

20 8. A method according to Claim 1, wherein said identifying includes building awareness of innovation within said entity.

25 9. A method according to Claim 8, wherein said building includes offering periodic presentations which each relate to recent developments in digital technology.

10. A method according to Claim 8, wherein said building includes establishing a virtual community structured to foster innovation.

11. A method according to Claim 8, wherein said building includes feeding back information relating to said assessing, identifying and implementing.

5 12. A method according to Claim 1, wherein said identifying includes generating ideas that represent potential said initiatives.

10 13. A method according to Claim 12, wherein said generating includes holding periodic workshops which each involve a plurality of persons and which are each structured to generate a plurality of said ideas.

15 14. A method according to Claim 12, wherein said generating includes establishing a virtual site which continuously provides information about selected issues and can accept input representing said ideas.

20 15. A method according to Claim 12, wherein said identifying includes developing each of a plurality of said ideas into potential initiatives.

16. A method according to Claim 15, wherein said identifying includes:

25 evaluating costs and benefits for each of said potential initiatives; and

allocating funding to at least one of said potential initiatives, said implementing being carried out for each said initiative which is funded.

17. A method according to Claim 16, including holding periodic meetings to review and refine said implementing of each said funded initiative.